ABSTRACT OF DISCLOSURE

A blood flow amount estimating apparatus 10 which determines a cervical systolic blood pressure CBP(SYS) of a living subject, based on a brachial systolic blood pressure BBP(SYS) and a cervical pulse wave wc of the subject; determines, based on the cervical pulse wave and a heart sound of the subject, a pulse wave propagation velocity PWV as information related to sclerosis or hardness of a carotid artery 46 of the subject; and displays, in a two-dimensional graph 106 which is defined by a first axis 102 indicative of pulse wave propagation velocity PWV and a second axis 104 indicative of cervical systolic blood pressure CBP(SYS) and which indicates that blood flow amount changes with respective changes of cervical systolic blood pressure CBP(SYS) and pulse wave propagation velocity PWV, a symbol 108 representing the actually determined cervical systolic blood pressure CBP(SYS) and the actually determined pulse wave propagation velocity PWV, so that an observer can estimate, from the position of the symbol 108 in the graph 106, an amount of flow of blood in a cervical portion 38 of the subject.